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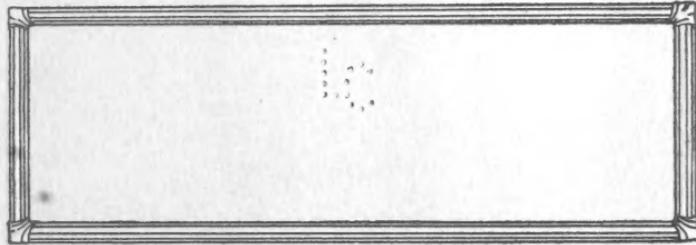
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Social Flowers



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New York

MAY 18 1916

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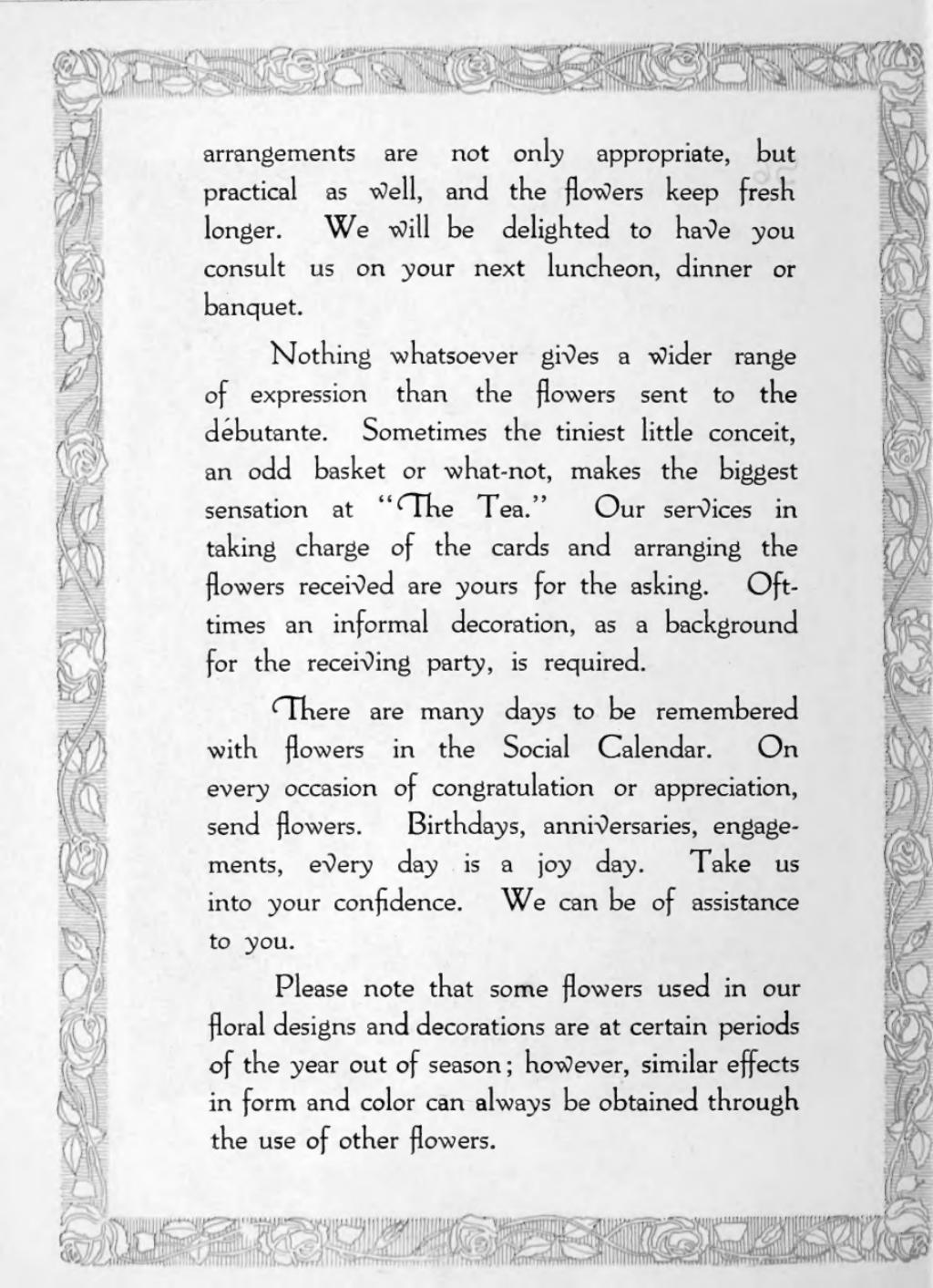
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Social Flowers

THE Art of Flowers is one of the newest in the world and, while flowers have been universally loved and used for all time in both decoration and personal adornment, it has remained for the woman of today to discover how much the ensemble of her costume and the entire atmosphere of the "Special Occasion" gain by selecting the flowers for the function in just the right key.

This is a little complimentary booklet, illustrating the mode in table decorating, and all the flowers used for social purposes. Things so important in themselves demand dignified and authoritative treatment. The subjects in this work are varied and give a wide range, from a simple corsage bouquet to an elaborate table.

In table decorating our work is delightfully versatile. It offers originality and distinctiveness. Our color treatment harmonizes or offers a sharp note of contrast. We carry a variety of accessories in this department and, many being returnable, reduces the original cost. Our

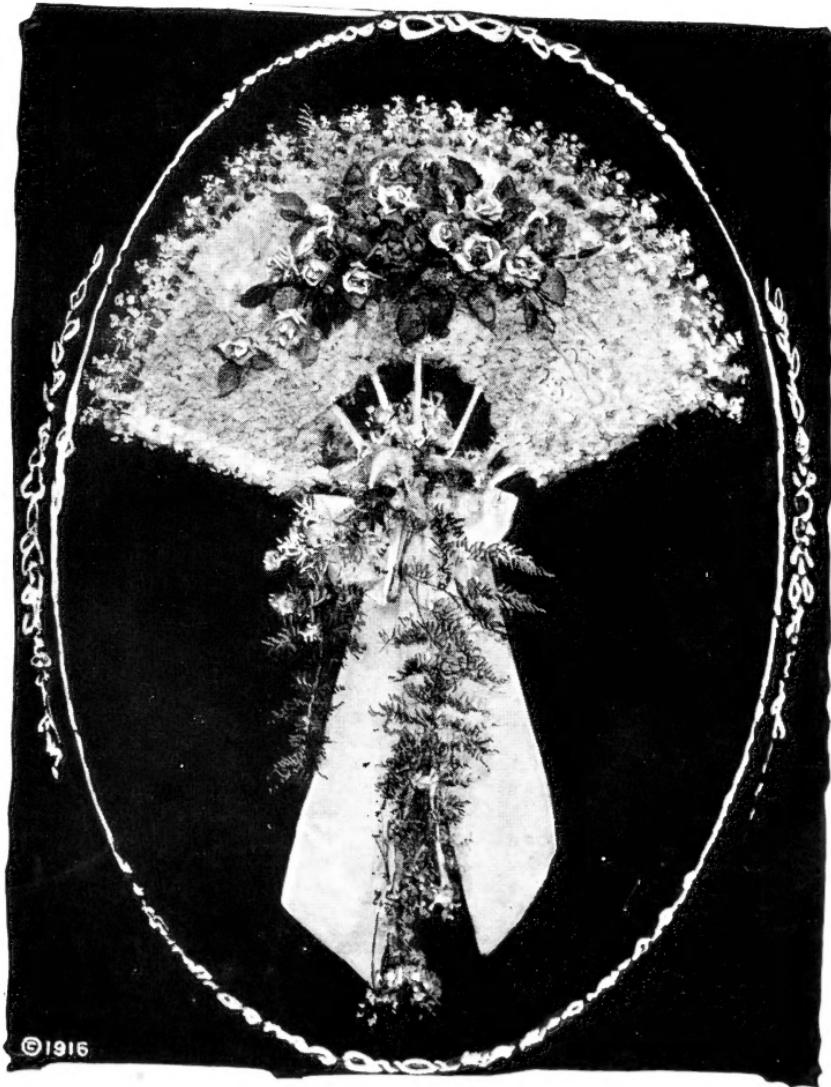


arrangements are not only appropriate, but practical as well, and the flowers keep fresh longer. We will be delighted to have you consult us on your next luncheon, dinner or banquet.

Nothing whatsoever gives a wider range of expression than the flowers sent to the débutante. Sometimes the tiniest little conceit, an odd basket or what-not, makes the biggest sensation at "The Tea." Our services in taking charge of the cards and arranging the flowers received are yours for the asking. Oft-times an informal decoration, as a background for the receiving party, is required.

There are many days to be remembered with flowers in the Social Calendar. On every occasion of congratulation or appreciation, send flowers. Birthdays, anniversaries, engagements, every day is a joy day. Take us into your confidence. We can be of assistance to you.

Please note that some flowers used in our floral designs and decorations are at certain periods of the year out of season; however, similar effects in form and color can always be obtained through the use of other flowers.



Milady's Fan is a charming and out-of-the ordinary gift.



Natural Flowers in millinery are certainly a taking idea for those who want
"something different."



In the quest of the unusual: Sunshine and Sweetheart Roses. A "fussy" arrangement" for the debutante.



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High Baskets are correct and showy for either table or presentation. American Beauty Roses and Lilac form a wonderful combination.



The high-handled French shape is a charming style. It is equally effective as a center for a buffet table.



For a Presentation Wedding Gift of flowers this basket filled with Shawyer Roses and trimmed with a cluster of Orchids, is simple, but elegant.



Tall Baskets of long-stemmed flowers are effective for all presentations.



There are flowers to suit every style of beauty or color of gown. Let us suggest the proper flowers for the Corsage.



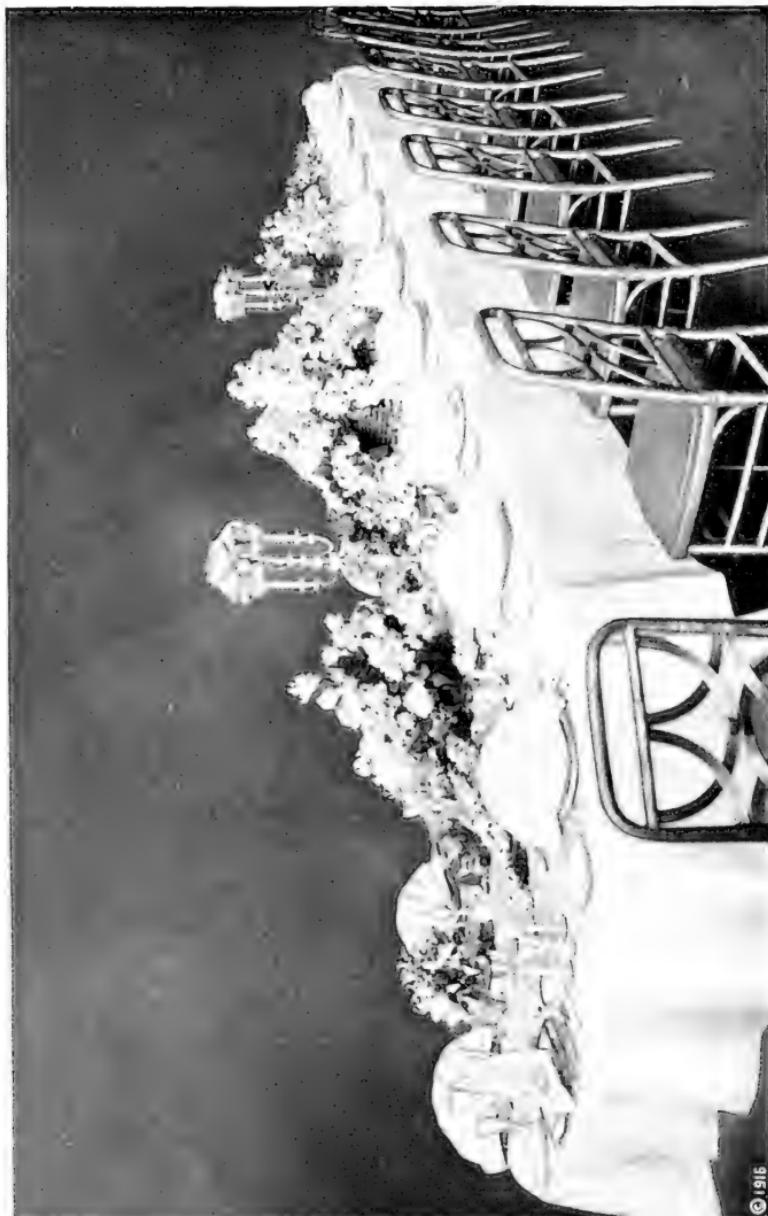
The Conventional Bouquet is ever fascinating. Its popularity grows greater with the years.



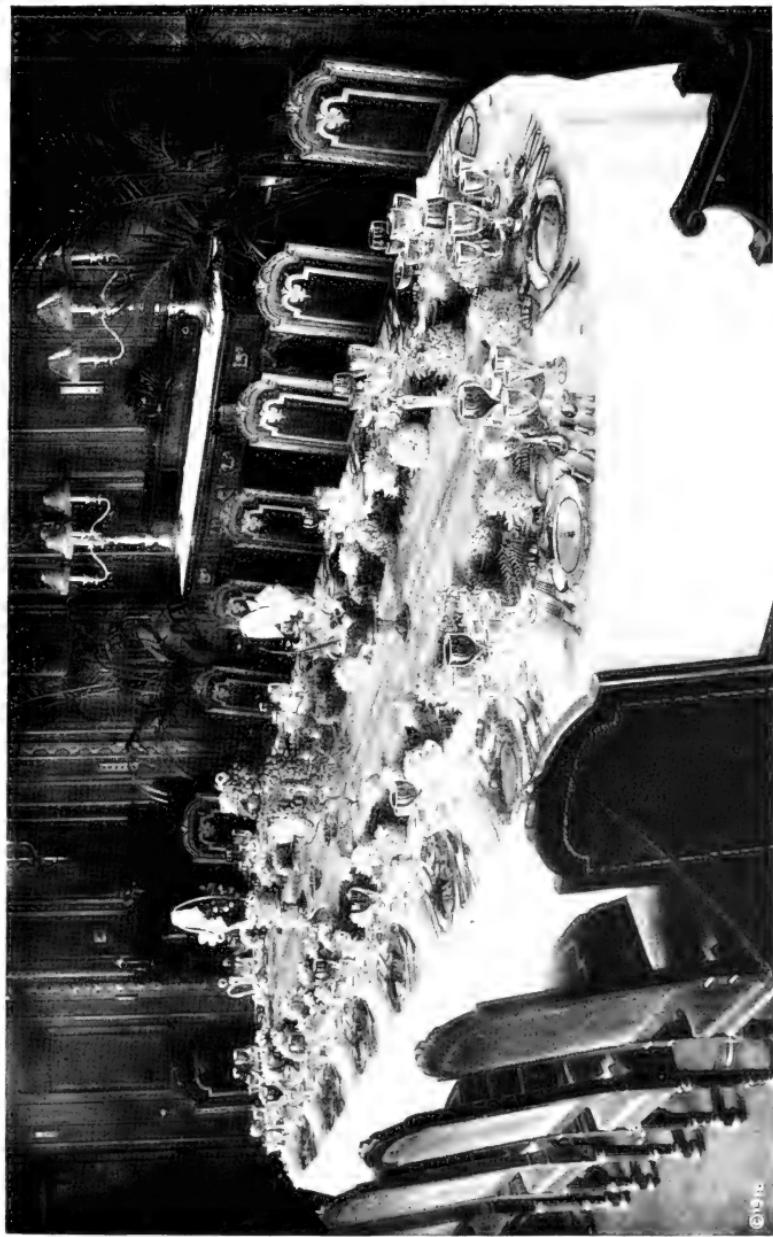
"Tis for the debutante. Flowers suggestive of the Spring time.



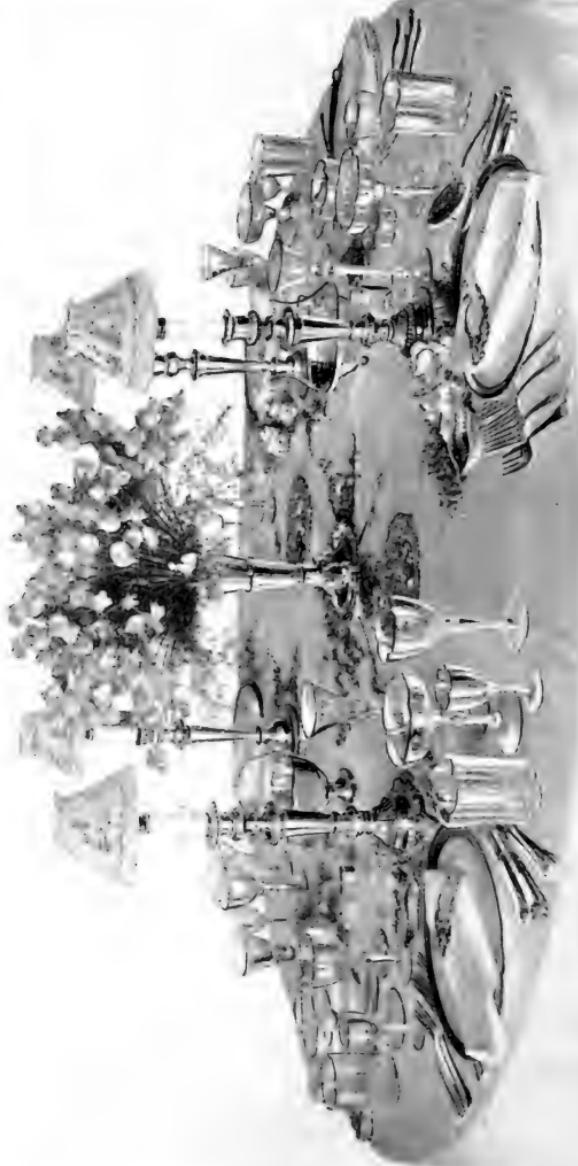
The Mantel offers a good opportunity to give "the festive touch" to the whole interior.



Nothing is more beautiful than Pink Roses and White Lilac. Corsage bunches of Orchids are optional with this superb style.



With centre open, this style table is very pleasing. The border of Chrysanthemums gives character and setting to the fruit basket in the center.



Sometimes the greatest charm is found in the most simple things. The dainty centerpiece does not obstruct the view.



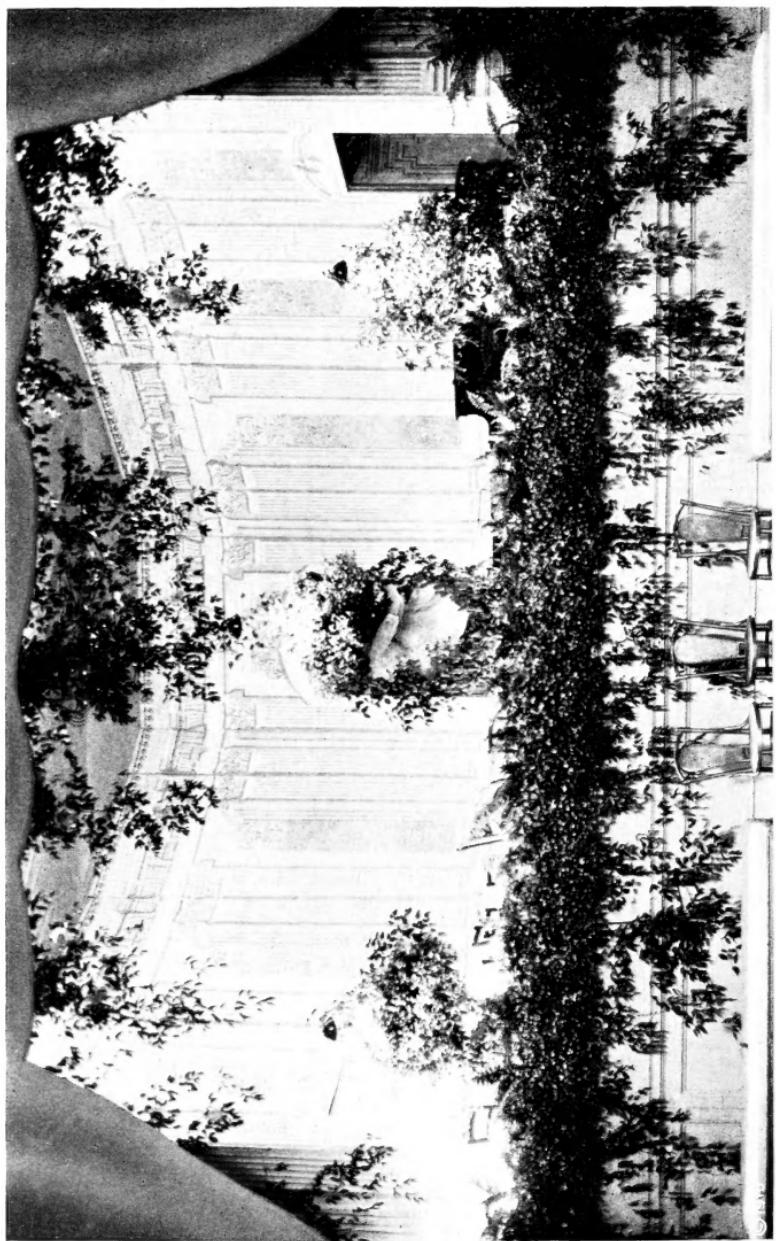
The Oncidium Orchid arises like a cloud of yellow butterflies from a bank of lovely green; available in the Autumn. At other seasons we suggest Snapdragon and Sweet Peas to accompany the basket of Valley Lilies.



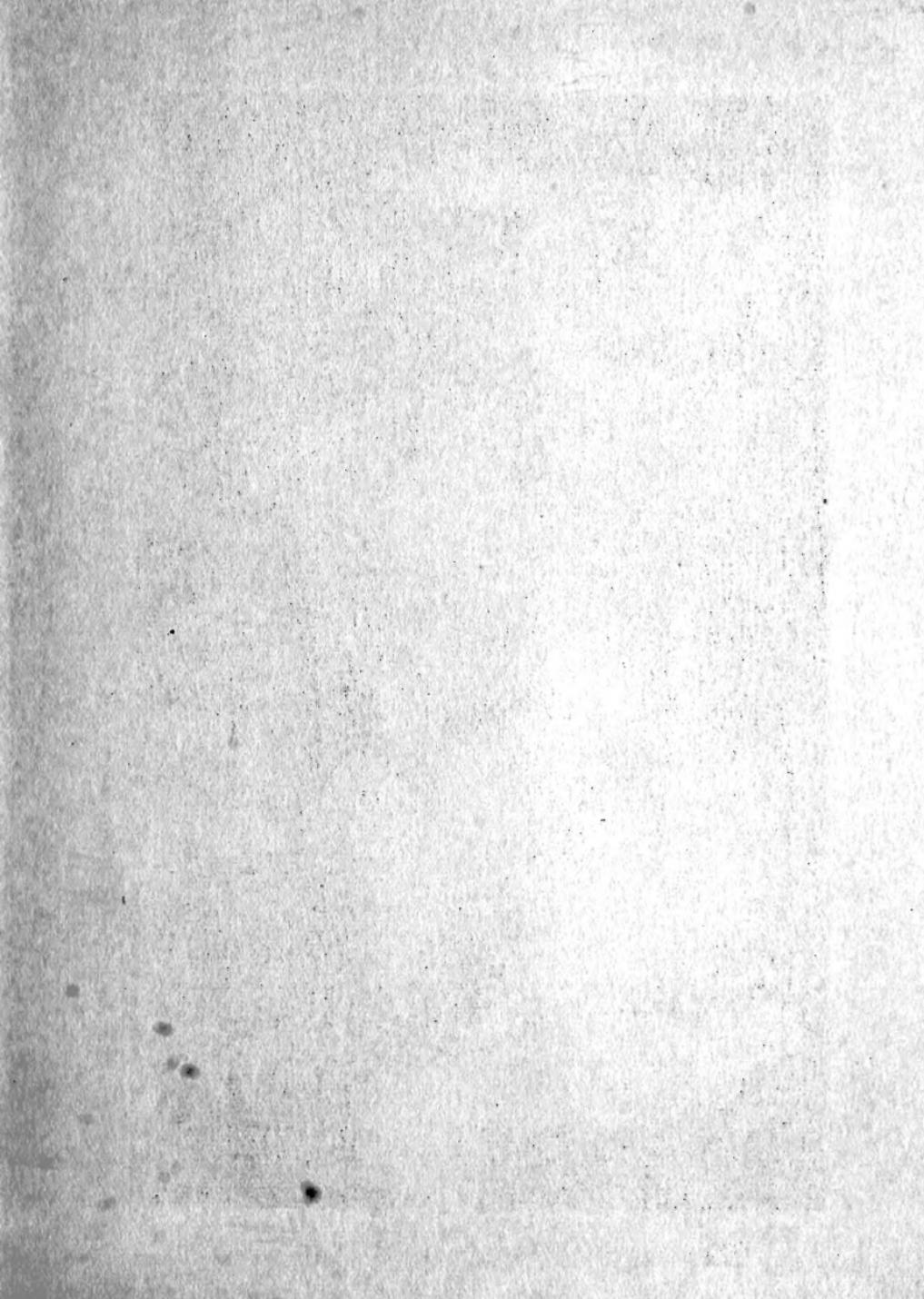
The Flower Tray is artistic and decidedly popular with the younger set



The Orchid table is a scene of wonderful harmony and beauty. The favors are cleverly arranged in the circlet on the edge



A very effective ballroom decoration, carried out with Lorraine Begonias, Killarney Roses, Valley and white Lilac, set off with Boston ferns and Southern Smilax.



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